

In the Claims

1-4. (Canceled)

5. (Currently Amended) A method of video content delivery, including providing entertainment video content having a fingerprinted or digitally watermarked promotional message therein, the promotional message interrupting and separating the entertainment video content into first and second portions, and sensing ~~same~~ when the fingerprint or watermark of the promotional message when the promotional message is rendered at a user device, wherein if the promotional message is skipped over to more rapidly reach the second portion of the entertainment video content, the failed sensing of the fingerprint or watermark serves to change the terms under which the entertainment video content is provided.

6. (Original) The method of claim 5 in which the changed terms include assessing a charge for skipping the promotional message.

7. (Currently Amended) A method of entertainment video content delivery, including providing entertainment video content having plural fingerprinted or digitally watermarked promotional messages therein, and sensing same ~~when~~ as the entertainment video content is rendered at a user device, wherein sensing of one or more of said fingerprinted or watermarked messages entitles a user to access other content or capabilities as a reward for the user having viewed one or more promotional messages in the entertainment video content.

8. (Canceled)

9. (Currently Amended) A method comprising:
receiving video content at a user device without paying a proprietor for the content;
rendering the video content for viewing;

detecting a fingerprint or digital watermark in the rendered video content; and
triggering a payment to said proprietor based on detection of the fingerprint or
digital watermark during rendering;

**wherein consideration for the viewing is triggered by the viewing itself,
rather than in advance of the viewing.**

10. (Currently Amended) A method comprising:
rendering video **entertainment** content to a user, the video **entertainment**
content including promotional content integrated therein, rather than interrupting same;
receiving a signal from a user interaction device indicating selection of the
promotional content **during the rendering of said video entertainment content;**
in response to said selection, providing to said user additional promotional
information related to the selected promotional content; and
providing the user a reward for receiving said additional promotional information.

11. (Original) The method of claim 10 in which the reward includes promotional
points redeemable for premiums.

12. (Previously Presented) The method of claim 10 in which said additional
promotional information is provided to the user through a process that makes use of
fingerprint or digital watermark information conveyed by said video content.

13-21. (Canceled)

22. (New) The method of claim 10 in which said providing includes presenting
linking options to the user, and receiving a user selection of one of said options.

23. (New) The method of claim 22 in which said providing includes conveying
data relating to the linking options by one of the group consisting of: digital
watermarking, Multicast IP, vertical blanking interval signaling, and file header data.

24. (New) The method of claim 10 in which the reward comprises a discount for a product promoted by said promotional content.

25. (New) The method of claim 10 that includes displaying an on-screen signal with the rendered entertainment content, to indicate that an opportunity exists for the user to earn credit by viewing additional information.